

Independent Weekly
The Tucumcari News
Published Every Thursday

IRA E. WARD - Editor and Publisher

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Thursday, May 21, 1914

Tucumcari has enjoyed the long-
predicted melody for several days.

The farmer who put in a wheat
crop is the man who will have it
all plowed this fall.

Seven inches of rain in less
than a week is some moisture for a dry farming country.

The dry farmers will have to order
a lot of sawdust in order to
keep a mulch or top to hold moisture.

Those new street lights we are
to have in a few weeks would have
come in mighty handy the past
week.

Another carload of Ford's have
been ordered for Tucumcari.
They will no doubt arrive by the
time the roads are in condition to
be traveled, the big rains of the
past few days having made them
almost impassable.

A flouring mill at Tucumcari
would be some encouragement to
the farmer to put in a big wheat
crop next fall. We always get
the best prices for all kinds of
produce so why not make an effort to
secure a flouring mill and thus be
able to pay a good price for the
wheat to be harvested on the
plains this year.

The merchant who does not ad-
vertise leaves the impression on
the public that he has nothing to
offer worth mentioning. It is the
merchant who keeps turning his
stock into money and then buying
new up-to-date goods that he may
make large sales at small profits;
who is of benefit to the town as
well as a successful merchant finan-
cially. We would not know
the day of the week unless we were
supplied with a calendar; we would
not know there was anything go-
ing on if it were not for the news-
papers. A few buyers have time
to visit every store in town when
they want to buy a spool of thread,
a piece of calico, or a piano, but
ninety-nine out of a hundred make
their first purchase through the
recommendation of a friend or
from reading an advertisement
written by a live merchant.

But they won't run to earth as
they found that some publicity in their
columns. There business is the selling
and printing of news. If they'd
spend their time on detective work, the
public would not care for their news-

paper. Publishers, however, would be glad
if some responsible agency assume
the responsibility of weeding out fraud-
ulent advertising. The newspaper gains
nothing by such advertising in the long
run. Every dollar that is paid to the
fakers and frauds is a dollar drawn out
of the channels of legitimate trade.
If it goes into the hands of those who
supply the necessities of life, the pub-
lic would get their share.

The worst offenders in the matter of
advertising frauds are a certain class
of daily newspapers in the large cities.
Smart dealers who claim to cure every-
thing from blindness to cancer. Well-
known tycoons who could make million-
naires if their little gambling
guesses proved true, all these get at
the space wanted and no questions asked
if they can show up the price.

Honest advertising is the cleanest
and easiest in existence. Honest mer-
chants know that a false advertise-
ment is a boomerang. It hurts not
merely the one who inserts it but the
whole business community. The man
who should persist in such statements
won't even find himself at outline in
retail trade.

TREE PLANTING

Once ago it used to be quite com-
mon for young men to entertain pub-
lic holidays and other festive occasions by
the planting of trees about the public places
or "common." The present generation enjoys the
sunshine. The women dressed immaculate
and cool does or more emphatic ex-
pressions for these occasions, which
were made socially pleasant.

Nowadays it is considered the busi-
ness of park commissioners and high-
way superintendents to provide such a
place as a needed. But the appropriate
site for tree planting is usually more
difficult. City councils and township
governments like to spend money where a
little showing can be made for their
own sake of office. The tree lover must
wait for a number of years before see-
ing even a partial fruiture of his efforts.
That is too distant to help close
officials when their term has expired.

There is too much tendency in com-
munity life to give up voluntary effort
and leave public improvements to city
officials, who are interested on every side
by the demand for costly improvements.
Recognizing this condition, many of
the states have appointed an Arbor Day
Governor's issue ponderous proclama-
tions. They call on the citizens to sus-
pend their daily tasks and fully fortify
with shade and watering pot. One sus-
pects that but few places pay much at
attention.

In some places the schools are organ-
izing the children in tree planting move-
ments. A boy who is old enough to
play on a ball team is old enough to
plant at least one tree every year. In
stead of taking the youngsters out on
more or less aimless "nature walks,"
why not localize and concentrate their
interest in the practical task of setting
out a tree. A few lessons should make
any boy of 10 competent to plant a
tree and water over it through the first
critical months.

ADDITIONAL LOCALS

A. M. Wait, of Norton, and Su-
sanna Inman were married at the
court house this afternoon by
Judge Cutlip.

Milk cows for sale. 10 native
cows with calves, and 10 good
jerseys. Cash or on time. In-
quire at this office, or see Geo-
E. Rice, Hudson, N. M. 41.

Despite the big rains every
evening, the Thorne Stock
Company has been playing before
good audiences. The Company
is composed of experienced
actors, and those who have been at-
tending regularly are well pleased
with the performances.

Osborne Swift and Miss Letta
Moore of Dodson were united in
the holy bonds of matrimony by
Rev. J. H. Bridges last Thurs-
day.

A wedding supper followed the
ceremony, given by the groom's
parents, Mr. and Mrs. J. E. Swift.

The young people left Saturday
morning for their home at
Woodrow.

While grading the streets yes-
terday just west of the First Na-
tional Bank one of the water
main broke and a stream of wa-
ter was thrown into the air higher
than the two-story building.
Business was rather brisk until

most publishers would like to print
a clean sheet of business announce-

ments. But they won't run to earth as
they found that some publicity in their
columns. There business is the selling
and printing of news. If they'd
spend their time on detective work, the
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If it goes into the hands of those who
supply the necessities of life, the pub-
lic would get their share.

Mr. Fox finally found the place
to shut off the water in order to
repair the pipe.

PERCHERON STALLION

The dapple grey percheron stallion,
George, weight 1730 pounds

will make the season at Wayne's
Livery Stable, Tucumcari, N. M.

DEATH CLAIMS LITTLE GIRL

Charline Elizabeth, the little
six year old daughter of Mr. and
Mrs. C. T. Adair, died last Friday
afternoon after an illness of several days. She had been suffering
from an attack of pneumonia but was reported to be recovering and out of danger until
new complications set in which caused her to gradually sink away and death came to her relief.

Little Charline was a favorite
among the little girls and had
many friends who can hardly realize
that she has passed away. The shock to the mother and
father was hard to bear and the little brother has been made inconsolable and sad by the removal of
his little playmate.

Lottie Charline realized that
she was going to die and requested
that she be buried in her favorite dress.

The funeral services were con-
ducted from the M. E. Church
by Rev. P. E. Henderson and
Mr. E. P. Brown, and the re-
mains were laid to rest in the
Sunnyside cemetery. Many
beautiful floral offerings were re-
ceived and a large number of
sorrowing friends attended the
services.

**READ
THE NEWS ADS
THIS WEEK**

PITMAN CATTLE CO.

F. L. Pitman, Mgr.

CATTLE AND RANCHES

El Paso, Texas

Free Autos to Yards

\$50 to \$1,000 extra big bred Na-
tive American Hereford cattle.
Cows 5 to 7 years old \$20. to \$40.
\$50 to \$1,000 yearling steers
\$50.00 to \$120.00.
\$50 to \$2,000 yearling heifers
\$50.00 to \$120.00.

All cows bred to registered
Hereford bulls.

Good grade Mexican cattle from
American Mormon district delivery
any time same to be good color
and condition. Prices f. o. b. El
Paso \$2.50 to \$5.00. Two year
old steers and heifers \$5.00 to
\$8.50. Cows 2 to seven years
old \$5.00 to \$10.00. Steers 3 years
old and up \$7.50 to \$12.50

NOTICE TO CREDITORS

Notice is hereby given that I was on
the 15th day of May, 1914 duly appointed
by the Judge of the Probate Court of Quay
County, New Mexico, administrator of the
estate of S. M. Butcher deceased. All
persons having claims against said estate
will present the same to me within the
time prescribed by law.

Herman Gerhard,
Administrator of S. M. Butcher, Deceased
May 14, 1914-41

Tucumcari Steam Laundry

under the management of a practical
laundress of twenty years' experience
Guarantees satisfaction. All garments
repaired and buttons sewed on. Cleaning
and pressing. Phone 192 and we will do
the rest.

CHARLES L. McCRAE, Manager

CHICHESTER'S PILLS

DIAMOND BRAND
Balsam of
Chichesters
LADIES' &
GENTLEMEN'S
BEARD PILLS
in cream and
gelatin
TAN & GINGER
DRUGGISTS
DIAMOND BRAND PILLS, for twenty-five
cents regarded as best, safest, & always reliable.

SOLD BY ALL DRUGGISTS
TIME EVERYWHERE
WORTH TESTED

Millinery Stock Must Be

CLOSED OUT

We have been busy the past week selling our large
stock of millinery at cost. It must be sold before June
1st and in order to get rid of it we have taken

**40 per cent Off
Former Retail Prices**



We will sell up-to-date Trimmed Hats which
formerly sold for \$4.50, during this sale at

Silk Gloves, former price 60c Embroidery Silk
\$1.50 during this sale 5c

If these prices are not low enough call in and see our
stock and we will quote prices that will sell the goods.

MISS EFFIE CURRIE

OWENS FOR SALE

We will offer for sale late on Sunday
May 23, 1914, herd of high grade
selected and Durham native cows and
calves. One year's time will be given
for good service, with interest at 5%
per cent. First National Bank of the
Court House in the city of

J. F. WADE,
Sheriff of Quay County, New Mexico, to hand the above described
property to the one judgment and order of payment, and that I will apply the
sum of Quay, will on Tuesday the 24th instant, starting from mid mile to the
mid day of June 1914, at ten percent payment of said judgment and costs
as the service of said day, at the front door of the sale.

At the service of the Court House in the city of

Quay, New Mexico, at the Sheriff of Quay County, N. M.

AMONG THE CHURCHES

PEEBBLEELAN CHURCH

Rev. P. E. Henderson, Pastor

Morning and evening service, con-
ducted by the pastor, every Sunday at
11 a. m. and 8 p. m.

Sunday school at 10 a. m.

Junior Endeavor Society 1 p. m.

Christian Endeavor Society 7 p. m.

Teacher's meeting and prayer service
Wednesday at 7:30.

A cordial invitation is extended to
all the services of the church.

CENTER STREET METHODIST CHURCH

A. H. Evans, Pastor

Services at 1st Door East of Church
Phone 212

9:30 a. m., Sunday school, Edward F.
Brown, Superintendent

G. W. Hearn, Pastor

Communion service 11:30 a. m.

Y. P. S. C. E. at 7:00

There will be no preaching service
as the pastor goes to Bay this week.

The State convention of the Chris-
tian church is at El Paso Las Vegas the

26th to 28th of May and the Christian

church here is sending its pastor to
represent the church in Tucumcari.

Teachers meeting Thursday evening.

**Special
THIS WEEK**

15 bars laundry soap for..... 25c

7 packages Rub No More wash powder.... 25c

One Quart jars sweet and sour mixed pickles, reg-
ular price 35c, this week and next, per qt. 25c

We have about two hundred 10c packages of Loose
Wiles crackers and cookies, regular price 10c

and 15c this week and next, 8 for..... 25c

(any of them as long as they last)

Extra special, 5 lbs. 25c coffee for..... \$1.00

(Only \$1.00 worth to one person at this price)

Heinz Mustard Ketsup, reg. 35c, this week 25c

Heinz Walnut Ketsup, reg. 35c, this week 25c

Heinz M Room Ketsup, reg. 50c, this week 30c

Hams, all sizes, per lb. 23c

Home of John R. Blue Bell, Swan Down and Star
Flour.

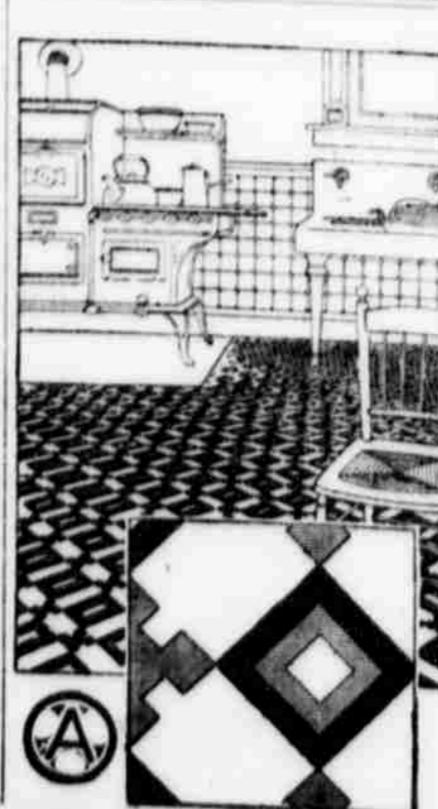
FOOD canned goods,
Fresh Vegetables
Fresh Meats

GIVE US AN ORDER. FOUR DELIVERIES

A DAY—2 in forenoon, 2 in afternoon

Phones 119 and 118

EAGER BROS.



**Linoleum,
Lace Curtains
Portiers and
Rugs, all sizes**